

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| Applicant: | Lawrence Morrisroe, et al. | Examiner: | Yehdega Retta |
| Serial No. | 10/696,295 | Group Art Unit: | 3622 |
| Filed: | October 28, 2003 | Docket No. | 085804-010801 |
| Title: | METHOD AND SYSTEM FOR CREATING, SERVING AND TRACKING ADVERTISEMENTS | | |
| Customer No.: | 76058 | | |

AMENDMENT AND RESPONSE

Date: August 31, 2010

Mail Stop: AMENDMENT
Commissioner for Patents
Post Office Box 1450
Alexandria, Virginia 22313-1450

Sir:

This paper is in response to the Office Action mailed June 1, 2010. Please amend the application as follows.

Certificate of Electronic Mailing (37 C.F.R. § 1.8)

I hereby certify that this correspondence is being deposited electronically with the United States Patent Office addressed to Mail Stop RCE, Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450, on **August 31, 2010**.

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